

# FMCG SITE ACCOUNTANT: RESEARCH ASSIGNMENT

OCG Research & Sourcing  
Case Study

“...best practice  
research assignment  
approach...”

OCG  
CONSULTING LIMITED

THE CAREER PARTNER

## Business Issue:

The specific skill set that the client required was highly specialised - it combined both FMCG and cost accounting experience. As a result there were few, if any, 'active' candidates in the marketplace. OCG had searched their own extensive FMCG sector database - the role had previously been advertised but no results came of these efforts.

## OCG Solution:

OCG undertook what has become our 'best practice' research assignment approach of:

- **Assignment Specification Development.** Understanding the real job needs.
- **Research Strategy Plan.** Developing a candidate profile and a list of potential sources and keywords to search.
- **Company List Research.** Knowing Boolean strings, Google secrets and other search engines was important, as was ascertaining up-to-date company directories, published business magazines and resources.
- **Candidate Name Generation.** Cyber sleuthing online communities, deep internet mining and other media and communication research approaches undertaken.
- **Candidate Qualification.** Confidential phone conversations to screen and evaluate suitability and interest.
- **Candidates short-listed for OCG Recruitment Consultant to review.** Consultant further evaluates, selects and shortlists for the client.

The names of passive/hidden talent that the Research & Sourcing team uncovered matched the brief/specification accurately. This enabled a significant number of valuable conversations with these candidates who at the time, were not in the job market - they were not looking at job boards, were not 'registered' on any recruitment consultancy database and therefore not aware of the opportunity.

## Results:

From the candidate list presented, the role was successfully placed in a relatively short period of time.